US ERA ARCHIVE DOCUMENT

Appendix 3-1: Qualitative Research Telephone Recruitment Screening Questionnaires for Outdoor Pesticides, Indoor Insecticides, and Household Cleaners

NAME			HOME#	
ADDRESS		WORK#		
MALE()	FEMALE()	RECRUIT A M	IX FOR EACH SESSION	
Day Three:	Indoor Insceti	cides		
Group 2 Group 3	4 PM () 6 PM () 8 PM ()	from	We are an independent	
marketing in common in responsible that you? Y QUALIFYI	research compa door insecticide for the purchas es () No (). IF	ny. Today we ar is. I would like to see and use of index YES CONTINU IEMBER AGE 18	e conducting a research study about o speak with the person who is most por insecticides in your household. Is E; IF NO, THANK AND ASK FOR B OR OLDER. IF NO FAMILY	
READ I A marke An adve A public An insee A chem A phare A pest e Any cor distribu	LIST AND CHE et research firm ertising agency c relations firm cticide company ical company naceutical comp exterminator npany that man tes, or sells indo	cck if YES.	()TERMINATE	
discussi No (ons?)) ASK :When o DO No 6 mon	n any market res lid you last parti OT READ LIST. ths or less han 6 months	earch group cipate in a group discussion? () TERMINATE () CONTINUE	
Less tha	ın 50% of your 1	responsible for: ousehold's indo usehold's indoor	READ LIST. or insecticide usage () TERMINATE insecticide usage () CONTINUE	

In the past 6 months, going back unpurchased any indoor insecticides? No () TERMINATE Yes ()	til January of 1998, have you personally	
	TATE ORDER OF STATEMENTS.	ticide.
I read the ingredient/usage label at I read the ingredient/usage label wl I read the ingredient /usage label w I don't read the ingredient/usage la	the store. () () home before I use it. () () hen I store it. () () when I throw it away () () abel at all. () ()	
During the past six months, have your home? No() TERMINATE	ou had any problems with insects inside Yes () ASK 6B.	
What type of indoor insect problems DO NOT READ LIST. RECRUIT A GOOD MIX.	ants () fleas in the home not on pets () roaches () water bugs () Other Specify:	
0 () TERMINATE 1-4 times () Light users 5 plus times () Heavy Users	·	
purchased and used in the past 6 more READ LIST. Sprays Baits (black, gray, or white stations of and carry it back to their colony or reduced in Indoor foggers, fumigators, bug bore Powders like boric acid or gels Chalks Indoor plant treatments (aphids, meaning the past 6 more plant treatments)	onths? You may choose more than one. () where bugs eat bait nest) () mbs () () () ealy bugs) () on pets ()*TERMINATE IF C	
	purchased any indoor insecticides? No () TERMINATE Yes () Which of these statements describes You may select more than one. RO I read the ingredient/usage label in I read the ingredient/usage label at I read the ingredient/usage label w I read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label in I read the ingredient / usage label in I read the ingredient / usage label w I read the ingredient / usage label w I don't read the ingredient / usage label w I read the ingredient / usage label w I read the ingredient / usage label w I don't read the ingredient / usage label w I read the ingredient / usage label w I don't read the ingredient / usage label w I read the ingredient / usage label w I read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't read the ingredient / usage label w I don't select	Which of these statements describes you when you purchase an indoor insect You may select more than one. ROTATE ORDER OF STATEMENTS. I read the ingredient/usage label in the store. I read the ingredient/usage label in the store. I read the ingredient/usage label at home before I use it. () () I read the ingredient/usage label when I store it. () () I read the ingredient/usage label when I throw it away () () I don't read the ingredient/usage label at all. () () RECRUIT A MIX OF RESPONSES. During the past six months, have you had any problems with insects inside your home? No() TERMINATE Yes () ASK 6B. What type of indoor insect problems did you have in the past 6 months? DO NOT READ LIST. ants () RECRUIT A GOOD MIX. fleas in the home not on pets () roaches () water bugs () Other Specify: In the past six months, how often have you used an indoor insecticide 0 () TERMINATE 1-4 times () Light users 5 plus times () Heavy Users RECRUIT A MIX OF HEAVY AND LIGHT USERS. Which of the following types of indoor insecticides have you personally purchased and used in the past 6 months? You may choose more than one. READ LIST. Sprays () Baits (black, gray, or white stations where bugs eat bait and carry it back to their colony or nest) () Indoor foggers, fumigators, bug bombs () Powders like boric acid or gels () Chalks () Indoor plant treatments (aphids, mealy bugs) () Fleat treatment products to be used on pets () TREATMENT US Other Specify: OTHERMINATE IF OTHER

9.	In order to organize your comments, into which of the following age ranges do you fall: READ LIST.		
	under 18 () THANK AND TERMINATE 18-25 () 26-35 () 36-50 () 51-65 () 65-70 () Over 70 ()		
	RECRUIT A GOOD MIX.		
10.	What is your ethnic background? African American () Asian () Caucasian () Hispanic () Native American () Other Specify: RECRUIT A GOOD MIX.		
11.	What is the highest level of education you have? DO NOT READ LIST Less than high school () Graduated high school () College () RECRUIT A GOOD MIX.		
12.	Do you have any children under 18 in your household? No () Yes () ASK: What are their specific ages?		
•	GET MIX OF RESPONDENTS WITH AND WITHOUT CHILDREN AND GET SOME RESPONDENTS WITH CHILDREN UNDER 8 YRS. OLD.		
13.	Are you currently employed? Full time (35 hrs. a week or more) () ASK Q13B. Part time (Less than 35 hrs. a week) () ASK Q13B. Not employed () SKIP TO Q14.		
13B.	What is your occupation?		

14.	rural? urban suburban	ribe the area in which you live as being urban, suburban, or () () ()
	INCLUDE A MI THE LOCAL PO	X OF RESPONDENTS THAT IS REPRESENTATIVE OF PULATION.
15.	Would you descr	ribe your residence as a: READ LIST
	Apartment Duplex Townhouse Assisted living	() () () () () TERMINATE
	RECRUIT A GO	OD MIX.
l 6 .	Own	ent your residence? () ()
17.		household pets? () () ASK: What type of pet do you have? Dog () Cat () Bird () Other Specify:
	WE ARE LOOKI	NG FOR SOME RESPONDENTS TO HAVE FURRY PETS

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. SUCH AS A DOG, CAT, OR BIRD.

18.	Please rate yourself on each of the f 1 means you strongly agree, 2 mean agree nor disagree, 4 means you dis disagree. READ STATEMENT.	ıs you ağı	ee somewhat, 3 mea	ns you neither
	Would you say you	strongl ⁻	y agree	1
	, ,,		mewhat	2
			agree nor disagree	3
			e somewhat	4
			y disagree	5
A.	I would feel comfortable talking in a small g	тоир.	TERMINATI	E IF 4 OR 5
В. 1	I usually have an opinion on any given subje	ect and can	express that opinion free	ely.
_	TERMINATE IF 4 OR 5			
C.	I prefer letting others do the talking.		TERMINAT	E IF 1 OR 2
IF "4" OR "5" MENTIONED TO STATEMENTS A OR B TERMINATE AND TALLY. IF "1, 2, OR 3" MENTIONED TO STATEMENT C TERMINATE AND TALLY.				
We would like to invite you to a market research <u>discussion group with 4 other</u> <u>people</u> . This meeting will last from AM/PM on 1998. You will be given \$ as a token of our appreciation for attending. Would you like to be one of the selected people in this project?				
_	IVE APPROPRIATE DIRECTIONS THEY ARE NOT ABLE TO ATTEN			HEM THAT
IN	IMEDIATELY SO THAT YOU CAN	I FIND A	REPLACEMENT F	OR THEM
RE	EMIND RESPONDENTS TO BRING	G GLASS	ES IF THEY NEED	THEM
FC	OR READING MATERIALS DISTR	IBUTED	AT THE GROUP.	

NAME			HOME#		
ADDRESS			WORK#_		
MALE()	FEMALE()	RECRUIT A	RECRUIT A MIX FOR EACH SESSION		
Day Two:	Household Cle	aners (City)			
Group 2	4 PM () 6 PM () 8 PM ()				
marketing common h who is mo that you? Y	research compa ousehold cleaning st responsible fo Yes () No (). IF	ny. Today we a ng products. I v r the majority o YES CONTIN MEMBER AGE	are conducting a r would like to spe of cleaning tasks i	re an independent research study about ak with the person n your household. Is NK AND ASK FOR IF NO FAMILY	
READ A mark An adv A publ An inse A chen A phar A profe Any co	nyone in your ho LIST AND CHI set research firm vertising agency ic relations firm ecticide company nical company maceutical compessional cleaning empany that man utes, or sells houng products	y pany s service nufactures,	for any of the foll ()TERMINAT	TE TE TE TE	
discuss No	() () ASK :When o D O N 6 mon		ticipate in a grou	NATE	
Less th	you say you are an 50% of your l more of your ho	nousehold clear	ning tasks ()	TERMINATE CONTINUE	

4.	In the past 6 months, going back until January of 1998, have you personally purchased any household cleaning products for your home? No () TERMINATE Yes ()
5.	Which of these statements describes you when you purchase a household cleaning product? You may select more than one ROTATE ORDER OF STATEMENTS Yes No I read the ingredient/usage label in the store. () () I read the ingredient/usage label at home before I use it. () () I read the ingredient/usage label when I store it. () () I read the ingredient / usage label when I throw it away () () I don't read the ingredient/usage label at all. () ()
	RECRUIT A MIX OF RESPONSES.
6.	Which of the following products do you use? READ LIST. # of times used per week/month
	basin tub and tile cleaner () toilet bowl cleaner () mold and mildew remover () bleach () drain cleaners () glass cleaners ()
6B	FOR EACH CHECKED ASK: How many times a week/month do you generally use? READ LIST.
	4-6 times per week 2-3 times per week once a week 2-3 times a month once a month less than once a month
	ADD UP ALL THE PRODUCTS TO GET USAGE. RECRUIT A MIX OF RESPONDENTS. MUST USE AT LEAST ONE PRODUCT ONCE A MONTH OR MORE.
	4-6 times per week HEAVY USAGE 2-3 times per week once a week
	2-3 times a month LIGHT USAGE once a month less than once a month

7.	Do you currrently use any household cleaners tht claim to kill germs? No () Yes () ASK: Which ones do you use?
	RECRUIT A GOOD MIX OF NO & YES AND PRODUCTS USED.
8.	In order to organize your comments, into which of the following age ranges do you fall: READ LIST under 18 () THANK AND TERMINATE. 18-25 () 26-35 () 36-50 () 51-65 () 65-70 () Over 70 () RECRUIT A GOOD MIX.
9.	What is your ethnic background? African American () Asian () Caucasian () Hispanic () Native American () Other Specify: RECRUIT A GOOD MIX.
10.	What is the highest level of education you have? DO NOT READ LIST. Less than high school () Graduated high school () College RECRUIT A GOOD MIX.
11.	Do you have any children under 18 in your household? No () Yes () ASK: What are their specific ages?
	GET MIX OF RESPONDENTS WITH AND WITHOUT CHILDREN AND GET SOME RESPONDENTS WITH CHILDREN UNDER 8 YRS, OLD.
12.	Are you currently employed? Full time (35 hrs. a week or more) () ASK Q12B. Part time (Less than 35 hrs. a week) () ASK Q12B. Not employed () SKIP TO Q13.
12B.	What is your occupation?

13.	rural? urban	ribe the area in which you live as being urban, suburban, or () () ()
	INCLUDE A M THE LOCAL PO	IX OF RESPONDENTS THAT IS REPRESENTATIVE OF OPULATION.
14.	Would you desc	ribe your residence as a: READ LIST
	House	()
	Apartment	()
	Duplex	()
	Townhouse	()
	Assisted living	() TERMINATE
15.	Do you own or	rent your residence?
	Own	()
	Rent	()
16.	Do you have an	y household pets?
	No	()
	Yes	() ASK: What type of pet do you have?
		Dog ()
		Cat ()
		Bird ()
		Other Specify:

WE ARE LOOKING FOR SOME RESPONDENTS TO HAVE FURRY PETS SUCH AS A DOG, CAT, OR BIRD.

	110 QUEITO	<u> </u>	IIIIDIO	
17.	Please rate yourself on each of the following statements using a scale of 1 to 5, where 1 means you strongly agree, 2 means you agree somewhat, 3 means you neither agree nor disagree, 4 means you disagree somewhat, and 5 means you strongly disagree. READ STATEMENT.			
	Would you say you	strongly	y agree	1
	•		omewhat	2
			agree nor disagree	3
			e somewhat	4
			y disagree	5
		· · · · · · · · · · · · · · · · · ·	, g	
A.	I would feel comfortable talking in a small a	group.	TERMINATE I	F 4 0R 5
В.	l usually have an opinion on any given subj	ect and can		
			TERMINATE	
C.	I prefer letting others do the talking.		TERMINATE	IF 1 OK 2
	"4" OR "5" MENTIONED TO STAT "1, 2, or 3" MENTIONED TO STAT			
We would like to invite you to a market research <u>discussion group with 4 other</u> <u>people</u> . This meeting will last from				
IF IN RI	IVE APPROPRIATE DIRECTIONS THEY ARE NOT ABLE TO ATTEN IMEDIATELY OU THAT YOU CAI EMIND RESPONDENTS TO BRIN	ND THEY N FIND A G GLASS	SHOULD CALL A REPLACEMENT FO SES IF THEY NEED T	OR THEM

	210000110	DO CDDITTION	
17.	Please rate yourself on each of the 1 means you strongly agree, 2 means agree nor disagree, 4 means you didisagree. READ STATEMENT.	ns you agree somewhat, 3 meai	ns you neither
	Would you say you	strongly agree	1
	, , , ,	agree somewhat	1 2
		neither agree nor disagree	
		disagree somewhat	4
		strongly disagree	5
A.	I would feel comfortable talking in a small	groupTERMINATE	IF 4 OR 5
В.	I usually have an opinion on any given sub	ject and can express that opinion free TERMINATE	
C.	I prefer letting others do the talking.	TERMINATE	
	"4" OR "5" MENTIONED TO STA "1, 2, or 3" MENTIONED TO STA		
<u>pe</u> w	e would like to invite you to a mark ople. This meeting will last from ill be given \$ as a token of come to be one of the selected people in	AM/PM on our appreciation for attending.	1998. You
IF IN R	IVE APPROPRIATE DIRECTIONS THEY ARE NOT ABLE TO ATTEM MEDIATELY OU THAT YOU CA EMIND RESPONDENTS TO BRIN OR READING MATERIALS DISTI	ND THEY SHOULD CALL IN FIND A REPLACEMENT F IG GLASSES IF THEY NEED	OR THEM

NAME	HOME#
ADDRESS	WORK#
MALE() FEMALE() RECRUIT A	MIX FOR EACH SESSION
Day One: Outdoor Pesticides (city)	
Group 1 4 PM () Group 2 6 PM () Group 3 8 PM ()	
Hello. My name isfrom	are conducting a research study about to speak with the person who is most er or weed killer in your yard. Is that IF NO, THANK AND ASK FOR
1. Does anyone in your household work in READ LIST AND CHECK IF YES. A market research firm An advertising agency A public relations firm An insecticide company A chemical company A pharmaceutical company A pest exterminator A landscape or lawn service Farming Any company that manufactures, distributes, or sells lawn and garden products (bug killers or weed killers)	()TERMINATE
 Have you participated in any market rediscussions? No () Yes () ASK: When did you last pa DO NOT READ LIST 6 months or less more than 6 months 	urticipate in a group discussion?

OUTDOOR PESTICIDES 3. Would you describe your residence as a: READ LIST.

э.	Would you describe your residence as a: READ LIST.
	House () Apartment () TERMINATE Duplex () Townhouse () Assisted living () TERMINATE Other Specify:
4.	Do you own or rent your residence? Own () Rent ()
5.	Does your residence have a private yard, vegetable garden, or flower garden? Yes () No () TERMINATE
6.	Do you personally care for that yard or garden? Yes () No () TERMINATE
<i>7</i> .	Are you the person who actually applies bug or weed killer in your yard or garden? Yes () No () TERMINATE
8.	Would you say you are responsible for: READ LIST. Less than 50% of your household's usage of outdoor bug killer or weed killer (TERMINATE 50% or more of your household's usage of outdoor bug killer or weed killer (CONTINUE
9.	In the past 6 months, going back until January of 1998, have you personally purchased any outdoor bug killer or weed killer? No () TERMINATE Yes ()
10.	Which of these statements describes you when you purchase an outdoor bug killer or weed killer? You may select more than one. PLEASE ROTATE ORDER OF STATEMENTS Yes No I read the ingredient/usage label in the store. () () I read the ingredient/usage label at home before I use it. () () I read the ingredient/usage label when I store it. () () I read the ingredient / usage label when I throw it away () () I don't read the ingredient/usage label at all. () () RECRUIT A MIX OF RESPONSES.

11A.	In the past 6 months, how frequently have you personally used an outdoor bug killer? 0 ()* POSSIBLE TERMINATE SEE NOTE 1-4 times () Light users 5 plus times () Heavy Users			
11B.	In the past 6 months, how frequently have you personally used an outdoor weed killer? 0 ()* POSSIBLE TERMINATE SEE NOTE 1-4 times () Light users 5 plus times () Heavy Users			
	* IF BOTH BUG KILLER Q.11A AND WEED KILLER Q.11B HAVE NOT BEEN USED IN PAST 6 MONTHS TERMINATE. IF ONLY ONE (BUG KILLER OR WEED KILLER) NOT USED, OKAY. RECRUIT A GOOD MIX, LIGHT AND HEAVY USER, BUG KILLER ONLY, WEED KILLER ONLY.			
12.	What type of outdoor pests or weeds have you had problems with in your yard or garden?			
	INCLUDE A WIDE RANGE OF INSECT PROBLEMS.			
13.	also contains something to kill weeds? Yes ()			
	No () RECRUIT A GOOD MIX.			
14.	In order to organize your comments, into which of the following age ranges do you fall: READ LIST under 18 () THANK AND TERMINATE 18-25 () 26-35 () 36-50 () 51-65 () 65-70 () Over 70 ()			
	RECRUIT A GOOD MIX.			

15.	What is your ethnic background? African American () Asian () Caucasian () Hispanic () Native American () Other Specify: RECRUIT A GOOD MIX.		
16.	What is the highest level of education you have? DO NOT READ LIST Less than high school () Graduated high school () College RECRUIT A GOOD MIX.		
17.	Do you have any children under 18 in your household? No () Yes () ASK: What are their specific ages?		
	GET MIX OF RESPONDENTS WITH AND WITHOUT CHILDREN AND		
	GET SOME RESPONDENTS WITH CHILDREN UNDER 8 YRS. OLD.		
18.	Are you currently employed? Full time (35 hrs. a week or more) () ASK Q18B. Part time (Less than 35 hrs. a week) () ASK Q18B. Not employed () SKIP TO Q19.		
18 B .	What is your occupation?		
	Would you describe the area in which you live as being urban, suburban, or rural? urban () suburban () rural ()		
	INCLUDE A MIX OF RESPONDENTS THAT IS REPRESENTATIVE OF THE LOCAL POPULATION.		

20.	Do you have any household pets that are allowed to go outside?					
	No () Yes () What type of perpendicular () Cat () Bird () Other Specify:	et do you have?				
	WE ARE LOOKING FOR SOME RESPONDENTS TO HAVE FURRY PETS SUCH AS A DOG, CAT, OR BIRD.					
21.	21. Please rate yourself on each of the following statements using a scale of 1 to 5, when 1 means you strongly agree, 2 means you agree somewhat, 3 means you neither agree nor disagree, 4 means you disagree somewhat, and 5 means you strongly disagree. READ STATEMENT.					
	Would you say you	strongly agree	1			
	, , , , , , , , , , , , , , , , , , ,	agree somewhat	2			
		neither agree nor disagree	3			
		disagree somewhat	4			
		strongly disagree	5 `			
A. I would feel comfortable talking in a small group. TERMINATE IF 4 0R 5						
B. I usually have an opinion on any given subject and can express that opinion freelyTERMINATE IF 4 0R 5						
C.	C. I prefer letting others do the talking. TERMINATE IF 1 OR 2					
IF "4" OR "5" MENTIONED TO STATEMENTS A OR B TERMINATE AND TALLY. IF "1, 2, OR 3" MENTIONED TO STATEMENT C TERMINATE AND TALLY.						
We would like to invite you to a market research <u>discussion group with 4 other</u> <u>people</u> . This meeting will last from AM/PM on 1998. You will be given \$ as a token of our appreciation for attending. Would you like to be one of the selected people in this project?						
GIVE APPROPRIATE DIRECTIONS TO FACILITY. REMIND THEM THAT IF THEY ARE NOT ABLE TO ATTEND THEY SHOULD CALL IMMEDIATELY SO THAT YOU CAN FIND A REPLACEMENT FOR THEM REMIND RESPONDENTS TO BRING GLASSES IF THEY NEED THEM FOR READING MATERIALS DISTRIBUTED AT THE GROUP.						